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### **CERTIFICATE**

This certificate is issued in support of an application for Patent registration in a country outside New Zealand pursuant to the Patents Act 1953 and the Regulations thereunder.

I hereby certify that annexed is a true copy of the Provisional Specification as filed on 24 June 2003 with an application for Letters Patent number 526630 made by SIMON GARRY MOORE.

Dated 8 July 2004.

PRIORITY DOCUMENT

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Neville Harris

Commissioner of Patents, Trade Marks and Designs



# New Zealand Patent Application

## Patents Form No 4

Applicant: Simon Garry Moore

Title: Logo Skid Putter

Date: Monday, 23 June 2003

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New Zealand Patent Application

Patents Form No 4

### Patents Act 1953

### **Provisional Specification**

Logo Skid Putter

I, Simon Garry Moore, a New Zealand Citizen, of 18 Bronte Place

CAMBRIDGE, New Zealand, do hereby declare this invention to be

described in the following statement:

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### **Logo Skid Putter**

#### TECHNICAL FIELD

This invention relates to improvements to golf clubs. Specifically this invention relates to improvements made to golf clubs used as putters.

#### **BACKGROUND ART**

Golf has become a popular recreational game. In the game of golf a ball is played from the teeing ground to the putting green by successive strokes, and once on the putting green into the hole, using a specialised club called a putter.

A conventional golf putter (FIGS.1-5) is between 80 and 100 cm. in total length, and has usually has a single grip 1, located at the top end of the shaft 2. The player grasps the single grip with both hands when putting the ball with the putter head 3. Some longer putters have a pair of grips.

A putter-head 3 usually has a hosel 4 (which serves to attach the putter shaft 2), but not always (FIGS 2&4), and always has the following:

- 1. A striking face 5 (which actually makes contact with the ball),
- 2. A top 6 (uppermost area, often with indicia 7, or lines engraved for decorative and or aiming purposes),

- 3. A sole 8 (lowermost area, which can contact the putting green 9 both before and during the putting stroke),
- 4. A heel 10(closest to the golfer in use), and
- 5. A toe 11 (farthest from the golfer in use),

Many putters have a cavity 19 behind the putter face to improve the putter's resistance to twisting when it is used to strike the ball with the putter face 5.

Whilst the use of a putter is an apparently simple action, it is perhaps the part of golf found to be least reliable from day to day.

The putter is generally used on the putting green, which is a specially prepared area of a golf course, where the surface (generally grass), is often smoother; and the grass is shorter. However it is permissible to use a putter in any other area of the golf course, such as in a sand bunker adjacent to the green and more commonly from the grass adjacent to the putting green.

Golfers commonly know this latter area as the "fringe".

The grass of the fringe is always longer than the putting green it surrounds, and the golf putter can easily snag or catch on this longer grass, causing the putter path to be irregular, and the result of the putt to be a poor result for the golfer.

This problem is particularly so when the ball is just on the green, but in fact resting against the longer fringe grass. This is quite a surprisingly

common occurrence as the fringe grass acts a 'wall' and can easily halt the progress of the rolling ball, if the ball is moving slowly, leaving the stationary ball just on the putting green, but against the longer fringe grass.

In this "ball-against-the-fringe" situation some golfers actually putt with the sharp leading edge of an iron club, often a wedge (a club with more than 45 degrees of loft), to avoid catching the longer fringe grass. In this way they avoid the club trapping fringe grass between the club and the ball. However this is unreliable as if the leading edge of the club hits to high or too low on the ball the ball will depart with backspin or excessive over spin causing the resultant putt to travel the incorrect distance.

An improved form of putter would allow the putter itself to be used in this fringe situation with improved reliability. A design with less contact surface area with the ground would provide less opportunity for friction particularly if highly polished.

In today's modern consumer world, all products need to have logo and or branding detailing to identify the company, which manufactured the product, and also additional characteristics such as technical details or model designation.

There are more than 50 million golfers in the World, and professional golf tournaments are widely televised in many countries. Golfers who watch television do so for many reasons, and one of which is to learn what golf

equipment is being used successfully professionally, and what equipment may help improve their own golf game.

It is an advantage if the brand of putter the professional golfer is using can be easily identified by the general public watching the telecast. This advantage is to both the company making the product, and the viewer, and additionally the television commentators, who are embellishing the telecast with their comments.

If the professional is putting well the viewer may decide to seek out and test the specific brand and model of putter being used by the professional golfer, and indeed purchase the exact same putter brand.

The bigger the brand detailing on the putter the more likely this can be read by the viewer on the television screen. There are many places where a brand or logo may be placed on the putter-head but the biggest platform to place this detailing is usually the sole of the putter.

However, as mentioned the sole of the putter is that part of the putter, which makes contact with the ground, and paintwork is easily abraded in this situation (by grass, sand, stones etc.) A solution is to recess (12 FIG. 2) the logo and or branding into the sole 8 of the putter. Unfortunately the paintwork 13 can still be abraded and damaged over time, particularly with larger size logo or branding detail. (Large size logo and or branding is of course is ideal for visibility on the television screen).

A desirable invention would be a putter, which allows both a large, raised (or recessed) logo and or brand, which by design can act as a skid detail on the sole of the putter to improve fringe putting.

An alternative invention embodiment would be a putter, which allows both a large (raised or recessed) logo and or brand, together with a skid detail on the sole of the putter to improve fringe putting.





### BRIEF DESCRIPTION OF SEVERAL VIEWS OF THE INVENTION:

FIG. 1-5: Examples of conventional putters with one grip, viewed from the rear.

FIG. 6: A putter head, without a logo skid, from an isometric front view, and from underneath.

FIG. 7: A logo skid putter head from an isometric front view, and from underneath.

FIG. 9: A logo skid putter head, with recess in logo, from an isometric front view, and from underneath.

FIG. 10: A logo skid putter head, with additional skids, from an isometric front view, and from underneath.

### **DETAILED DESCRIPTION OF THE INVENTION:**

This invention describes a Logo Skid Putter (FIG: 7) with one or more raised logo 14, and or brand details on the sole 6 of the putter, which act as skid or runner.

A logo may be an alphanumeric set of letters, in any font, or an adaptation of a font. Brand details may be non alphanumeric details, including pictures, images, and shapes of any shape. Combinations of logos and brand details may be used.

Whatever form it takes, the raised detailing 14 allows the putter to pass through the fringe grass by raising the putter of the ground prior to the putting stroke, by the depth of the skid extrusion. Once raised the putter path is more likely to pass high enough to avoid excessive contact with the fringe grass, or even trapping the fringe grass between the putter face and the ball at impact.

This design would have less contact surface area with the ground and therefore would provide less opportunity for friction, particularly if highly polished.

In the "ball-against-the-fringe" situation, outlined previously, some golfers actually putt with the sharp leading edge of an iron club, often a wedge (a club with more than 45 degrees of loft), to avoid catching the longer fringe grass. In this way they avoid the club trapping fringe grass between the club and the ball. However this is unreliable as if the leading edge of the club hits to high or too low on the ball the ball will depart with backspin or excessive over spin causing the resultant putt to travel the incorrect distance.

The extruded logo 14 /branding would be very visible, even with out paint fill, merely by the shadows created by the raised areas against the lower areas of the putter sole.

This invention describes a putter, with a large and very visible logo and/or brand, which by design can act as a skid detail on the sole of the putter to improve fringe putting.

The logo or branding may have elements in it's design which are substantially linear in orientation, and approximately parallel to a line perpendicular to the putter face. (This face perpendicular line is itself in the approximate direction of the target). Being linear, and heading towards the target, the design elements will act as a skid or runner, particularly if polished.

An alternative invention embodiment would be a putter, (FIG: 9), which allows **both** a large raised logo/brand, together with a skid detail **16**, (or details) on the sole **8** of the putter to improve fringe putting.

An alternative form of the Logo Skid Putter could have the raised branding and or raised logo, but these raised areas could in themselves have a recess or recesses for paintwork. In this way the raised extrusion would form a raised boundary for the smaller internal paint filled recess 18. (The base of the recess could be nearly at the same level as the sole generally.)

Aspects of this present invention have been described by way of example only and it should be appreciated that modifications and additions may be made without departing from the scope thereof.

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### ABSTRACT OF THE DISCLOSURE:

A putter, with raised logo and or branding detail on the putter sole which allows the putter to skid though the grass in situations where longer grass may disrupt a good putter path or a good contact with the ball, and enables the brand of putter to be identified easily by interested television viewers.







FIGS 1-5:

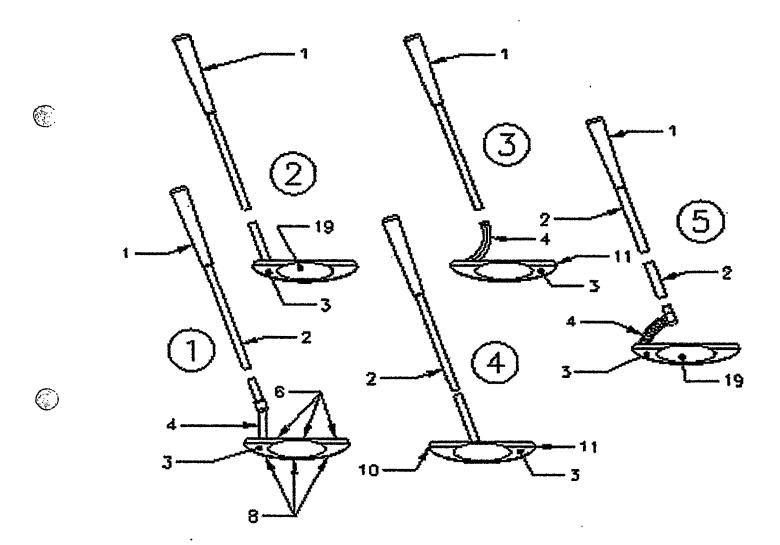




FIG: 6

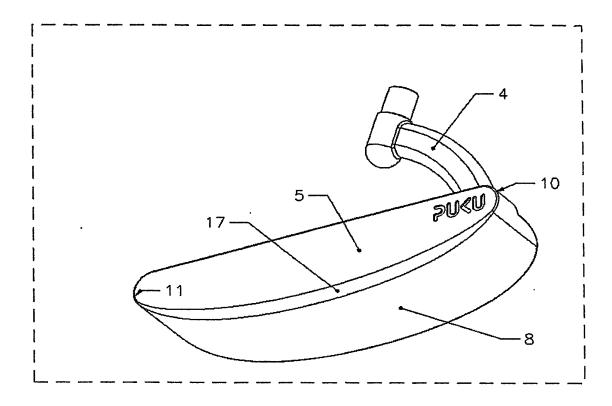
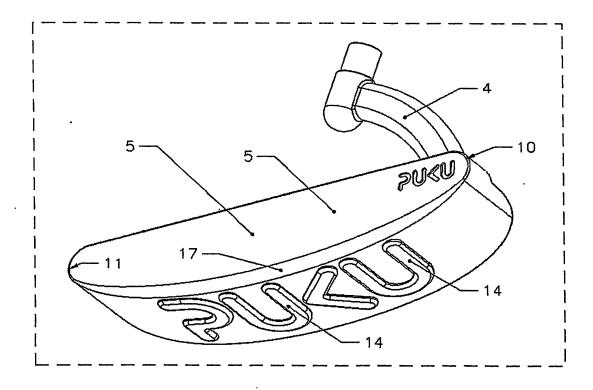


FIG. 7





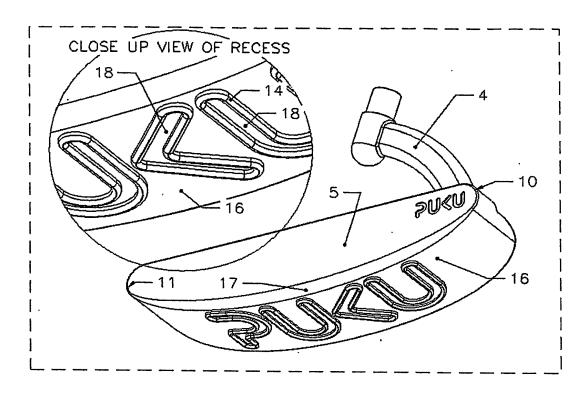


FIG. 9:

